

FIG. 1

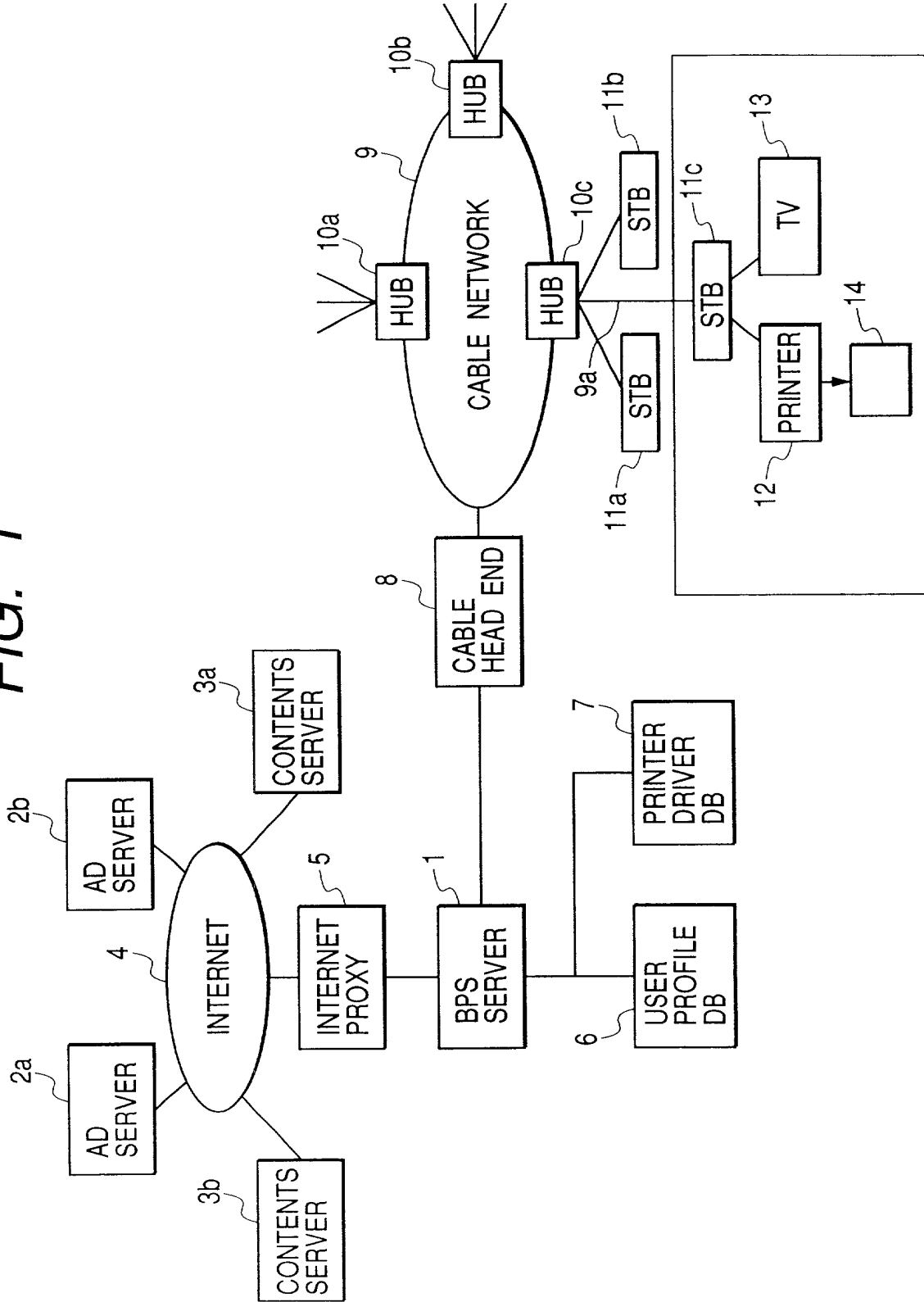


FIG. 2

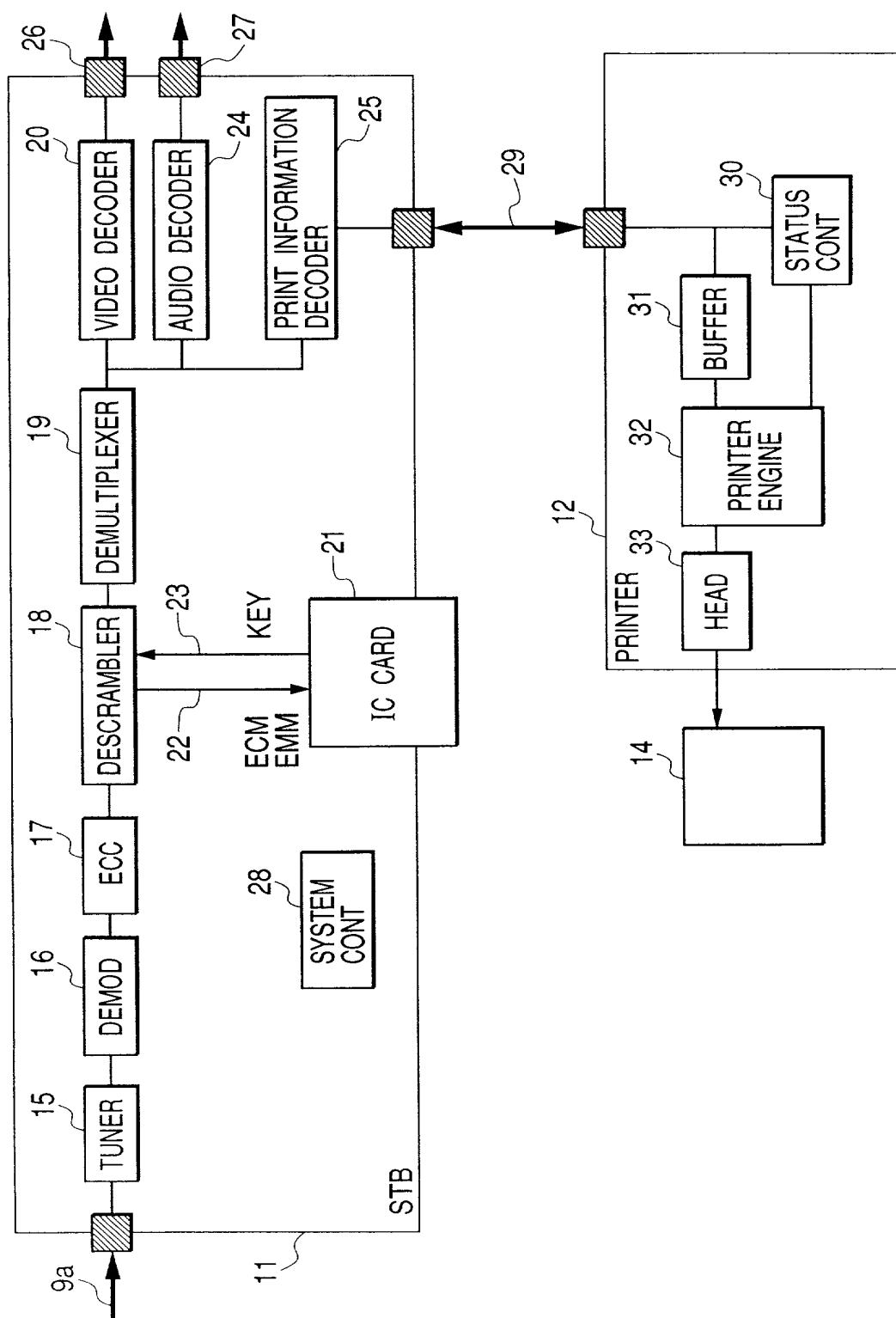


FIG. 3

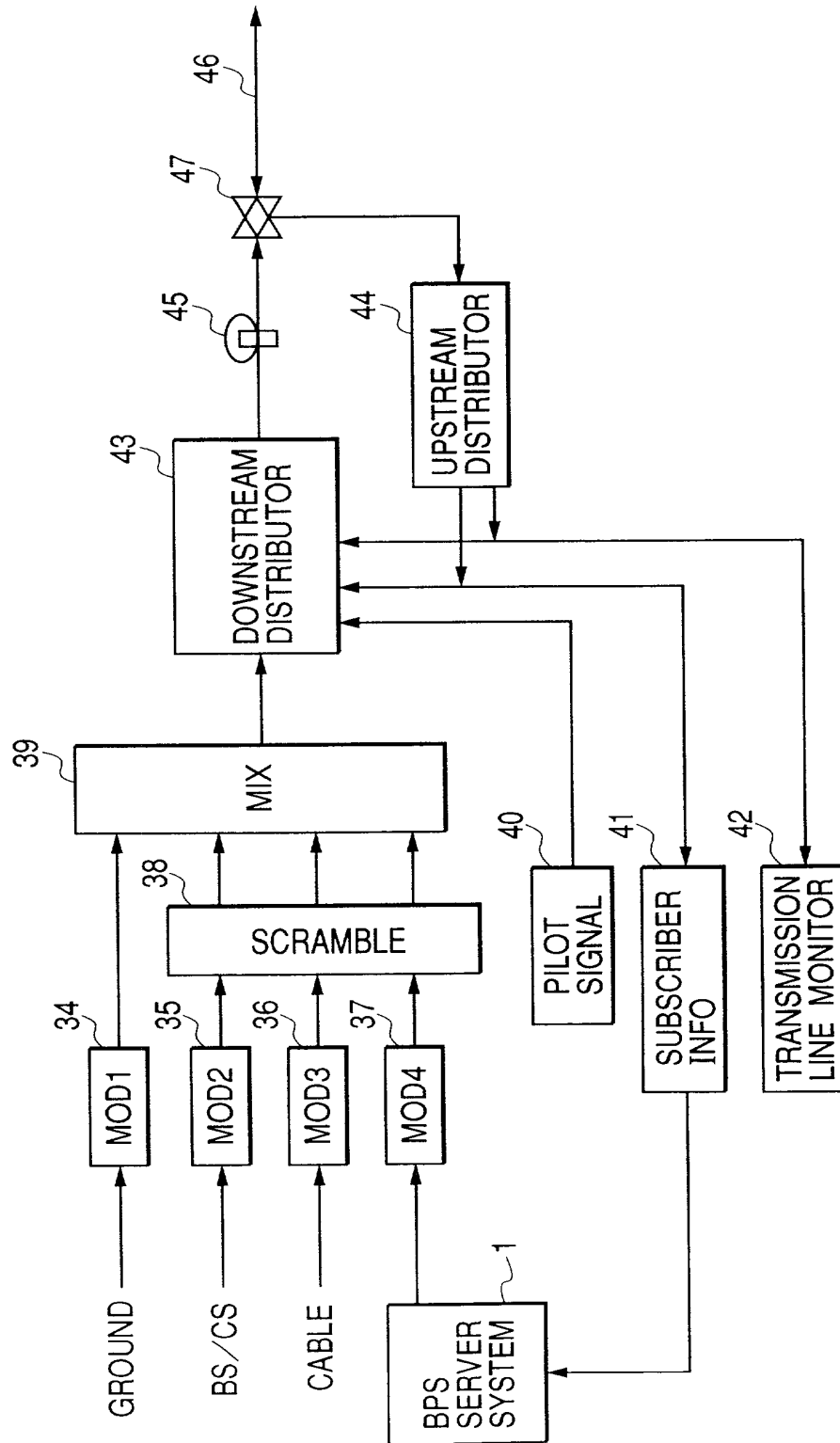


FIG. 4

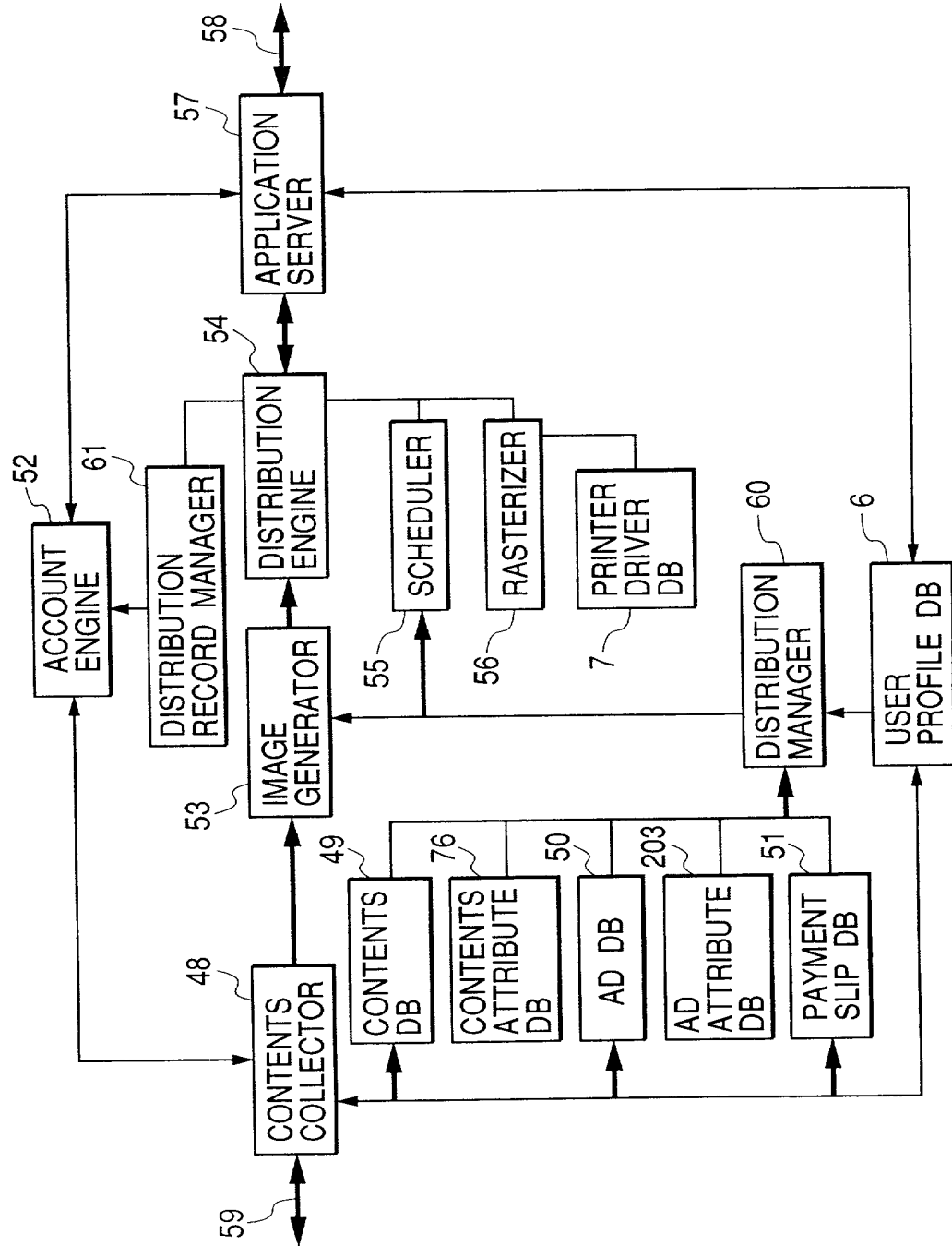


FIG. 5

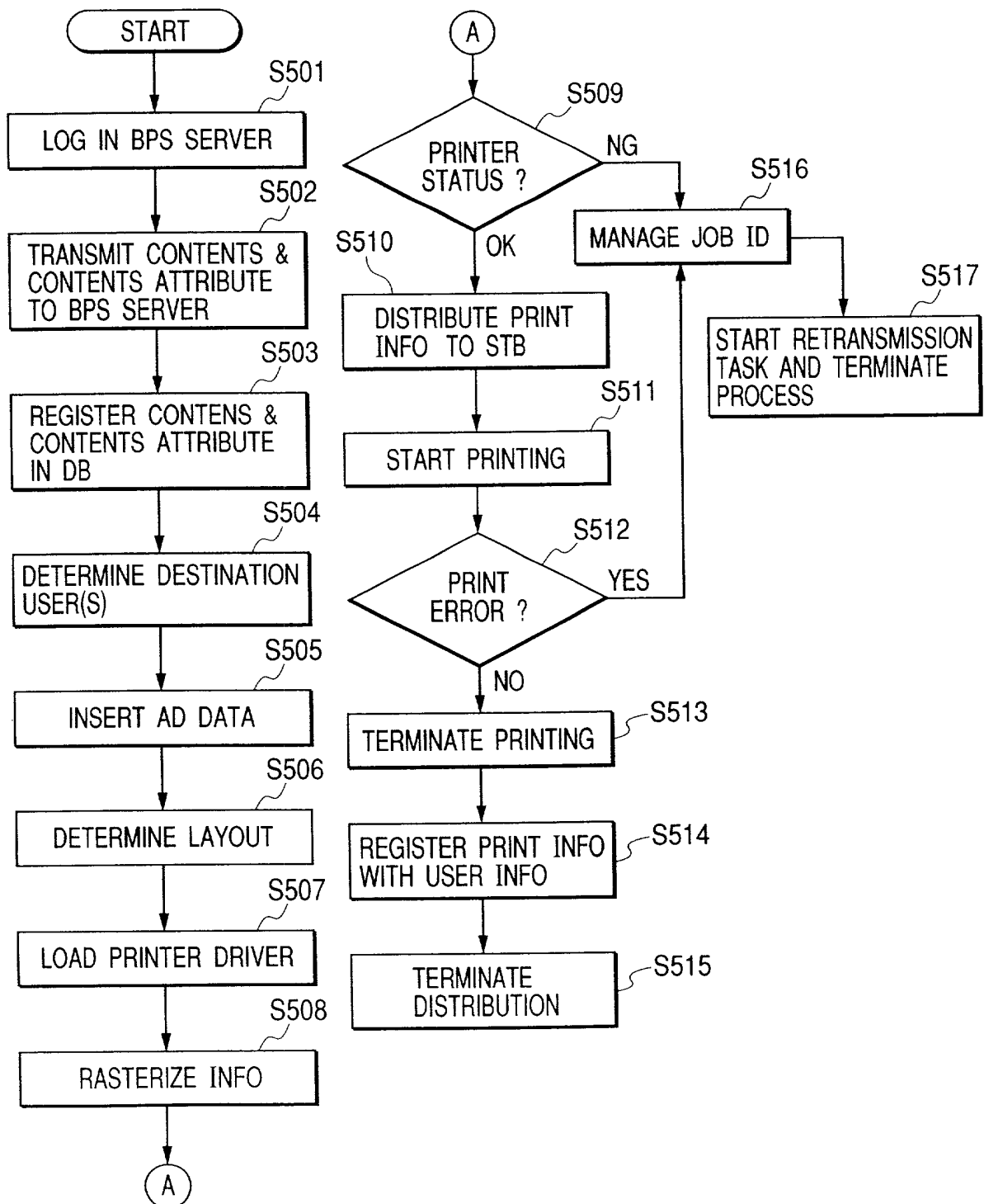


FIG. 6A

BROWSER

To Contents Provider
Abcd...

Login

ID No. :
ABCD123456

Password

Login

If you have not registered,

· please read before registration.

· please make registration.

HOME

BACK

FIG. 6B

205
↓
206
↓

BROWSER

- Contents Name
- Genre
- Keyword 1
- Keyword 1
- Keyword 1
- Keyword 1
- Comment

Register

Preview

Use Record

Date ￥×××

Date ￥○○○

HOME

BACK

FIG. 7

Weather April 29, 2000	· Tokyo Fine 0% · Kanagawa Fine, Cloudy 10%
<div data-bbox="483 745 636 787">ABC News</div> <div data-bbox="397 814 703 850"></div> <div data-bbox="435 877 703 1024"> <hr/><hr/><hr/><hr/><hr/> </div>	<div data-bbox="938 739 1052 781">Baseball</div> <div data-bbox="946 798 1044 871"> G - T (8 - 7) </div> <div data-bbox="946 886 1044 959"> D - B (3 - 2) </div> <div data-bbox="946 976 1044 1050"> Y - C (0 - 3) </div> <div data-bbox="1182 865 1271 1024"> <hr/><hr/><hr/><hr/> </div>
<div data-bbox="495 1117 1015 1159">○ ○ Bank Use Record (4/1-4/15)</div>	
<div data-bbox="527 1180 592 1222">Date</div> <div data-bbox="511 1228 609 1270">April 2</div>	<div data-bbox="755 1180 852 1222">Drawn</div> <div data-bbox="738 1228 868 1312"> × × Card ¥10,000 </div>
	<div data-bbox="1096 1180 1209 1222">Balance</div> <div data-bbox="1096 1264 1242 1306">¥180,000</div>
<div data-bbox="430 1470 592 1512">△△ Tourist</div> <div data-bbox="722 1465 1023 1507">10-Day Europe Tour</div> <div data-bbox="1096 1459 1331 1501">From ¥150,000</div>	
<div data-bbox="406 1606 641 1648">[Coupon Corner]</div> <div data-bbox="470 1680 657 1816"> <div data-bbox="470 1680 609 1711">Pub 「○×」</div> <div data-bbox="470 1722 592 1764">20% Off</div> <div data-bbox="470 1774 657 1816">To End May</div> </div> <div data-bbox="763 1680 933 1795"> <div data-bbox="763 1680 933 1711">△△ Tourist</div> <div data-bbox="763 1722 933 1795">Tour-Pack Present</div> </div> <div data-bbox="1055 1753 1144 1774">-----</div>	

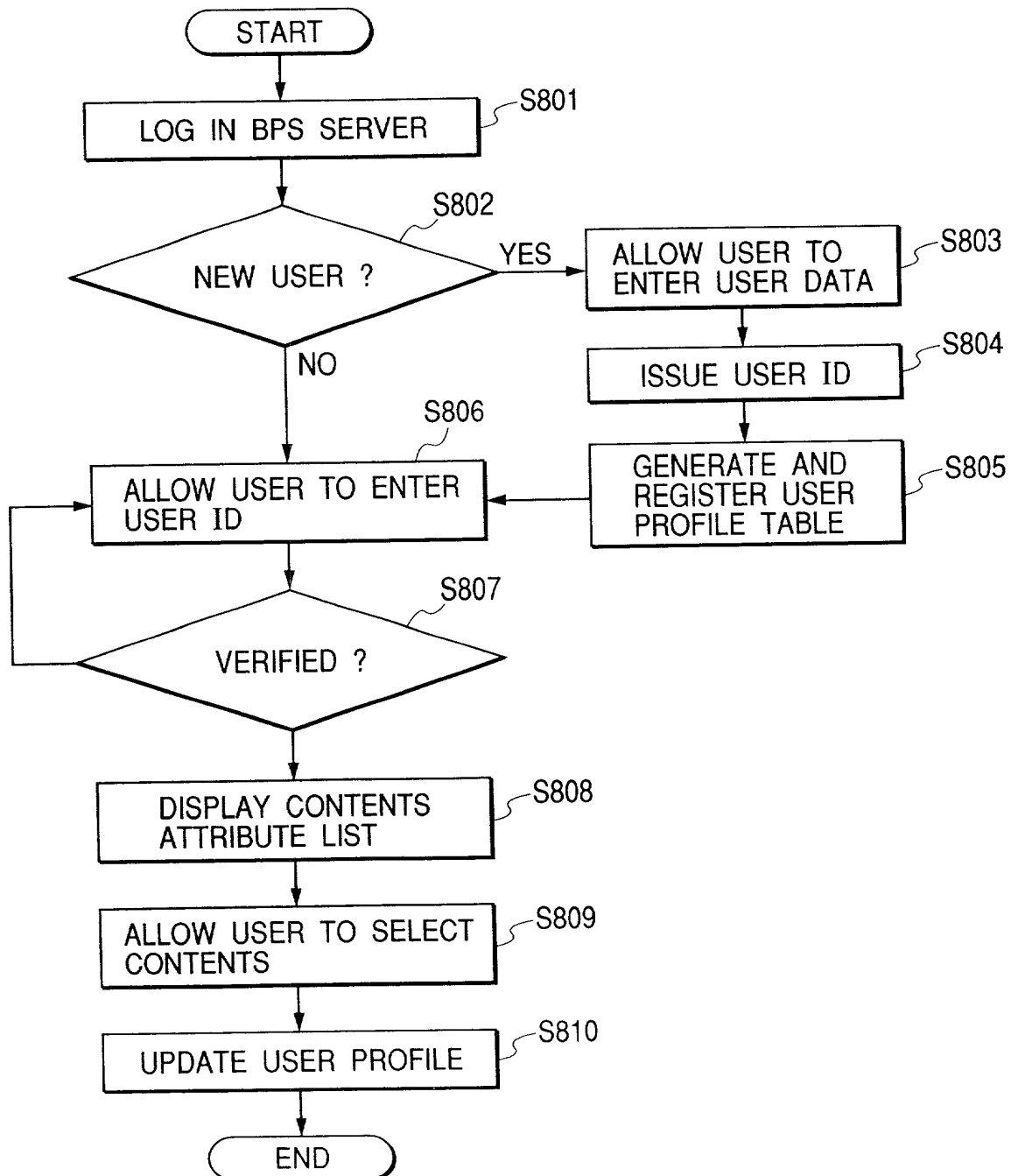
FIG. 8

FIG. 9

USER ID	93
NAME	94
SEX	95
DATE OF BIRTH	96
ADDRESS	97
FAMILY	98
OCCUPATION	99
HOBY	100
.	
.	
.	
REGISTERED CONTENTS RECORD (1)	101
REGISTERED CONTENTS RECORD (2)	102
REGISTERED CONTENTS RECORD (3)	103
.	
.	
.	

FIG. 10

BROWSER															
Please inform us of your desired contents.															
<div><p>Music</p><table><tr><td><input type="checkbox"/> Classical-Opera</td><td><input type="checkbox"/> Rock & Pops</td></tr><tr><td><input type="checkbox"/> Dance & Soul</td><td><input type="checkbox"/> Jazz · Fusion</td></tr><tr><td><input type="checkbox"/> -----</td><td><input type="checkbox"/> -----</td></tr></table></div>	<input type="checkbox"/> Classical-Opera	<input type="checkbox"/> Rock & Pops	<input type="checkbox"/> Dance & Soul	<input type="checkbox"/> Jazz · Fusion	<input type="checkbox"/> -----	<input type="checkbox"/> -----	<div><p>Sports</p><table><tr><td><input type="checkbox"/> Baseball</td><td><input type="checkbox"/> Golf</td></tr><tr><td><input type="checkbox"/> Tennis</td><td><input type="checkbox"/> Basket</td></tr><tr><td><input type="checkbox"/> Football</td><td><input type="checkbox"/> Ice Hockey</td></tr><tr><td><input type="checkbox"/> -----</td><td><input type="checkbox"/> -----</td></tr></table></div>	<input type="checkbox"/> Baseball	<input type="checkbox"/> Golf	<input type="checkbox"/> Tennis	<input type="checkbox"/> Basket	<input type="checkbox"/> Football	<input type="checkbox"/> Ice Hockey	<input type="checkbox"/> -----	<input type="checkbox"/> -----
<input type="checkbox"/> Classical-Opera	<input type="checkbox"/> Rock & Pops														
<input type="checkbox"/> Dance & Soul	<input type="checkbox"/> Jazz · Fusion														
<input type="checkbox"/> -----	<input type="checkbox"/> -----														
<input type="checkbox"/> Baseball	<input type="checkbox"/> Golf														
<input type="checkbox"/> Tennis	<input type="checkbox"/> Basket														
<input type="checkbox"/> Football	<input type="checkbox"/> Ice Hockey														
<input type="checkbox"/> -----	<input type="checkbox"/> -----														
<div><p>Play</p><table><tr><td><input type="checkbox"/> Play</td><td><input type="checkbox"/> Musical</td><td><input type="checkbox"/> Dance</td></tr><tr><td><input type="checkbox"/> ----</td><td><input type="checkbox"/> -----</td><td><input type="checkbox"/> -----</td></tr></table></div>		<input type="checkbox"/> Play	<input type="checkbox"/> Musical	<input type="checkbox"/> Dance	<input type="checkbox"/> ----	<input type="checkbox"/> -----	<input type="checkbox"/> -----								
<input type="checkbox"/> Play	<input type="checkbox"/> Musical	<input type="checkbox"/> Dance													
<input type="checkbox"/> ----	<input type="checkbox"/> -----	<input type="checkbox"/> -----													
Monthly Recommendation															
<div><div>HOME</div><div>BACK</div></div>															

FIG. 11

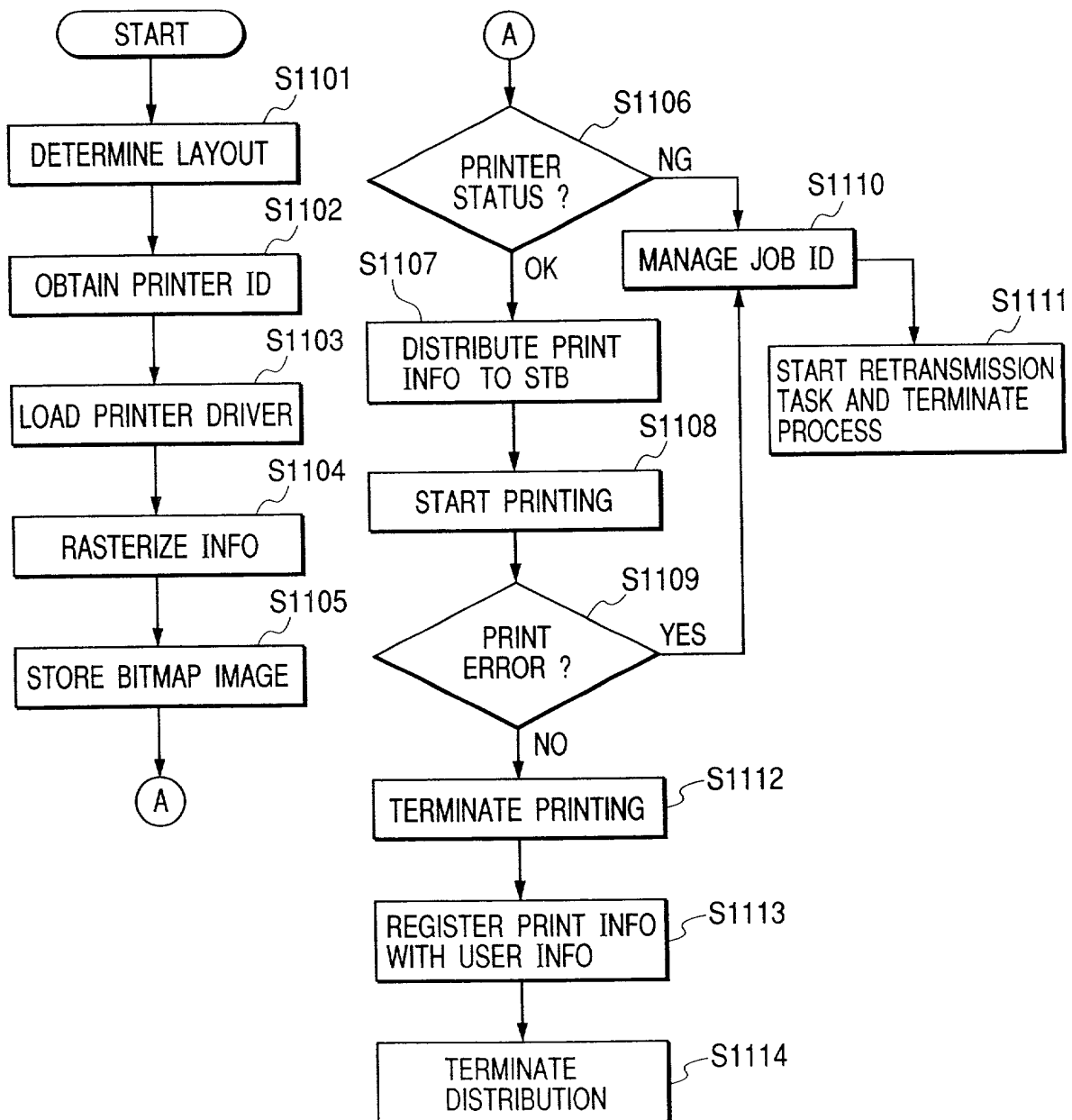


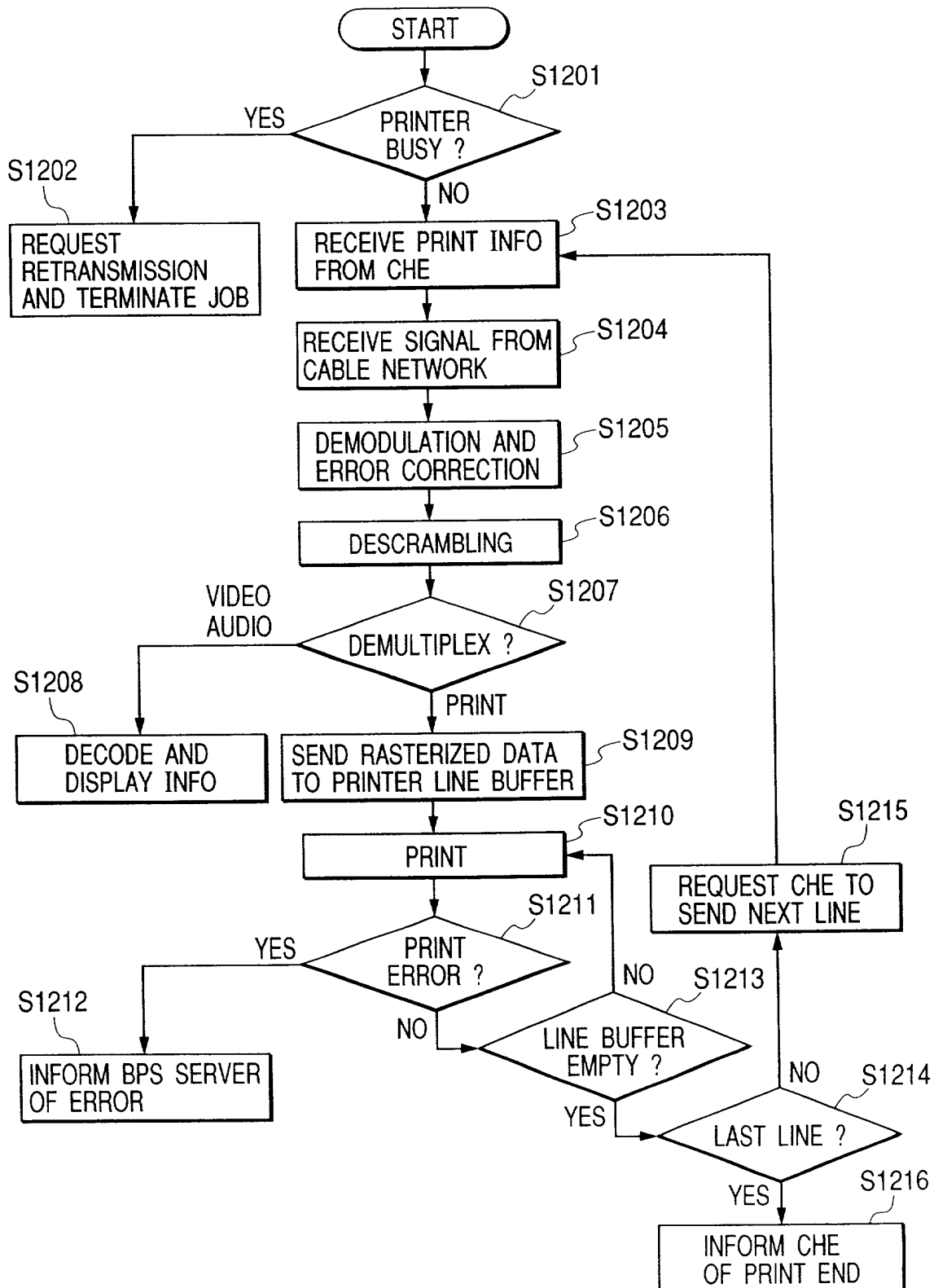
FIG. 12

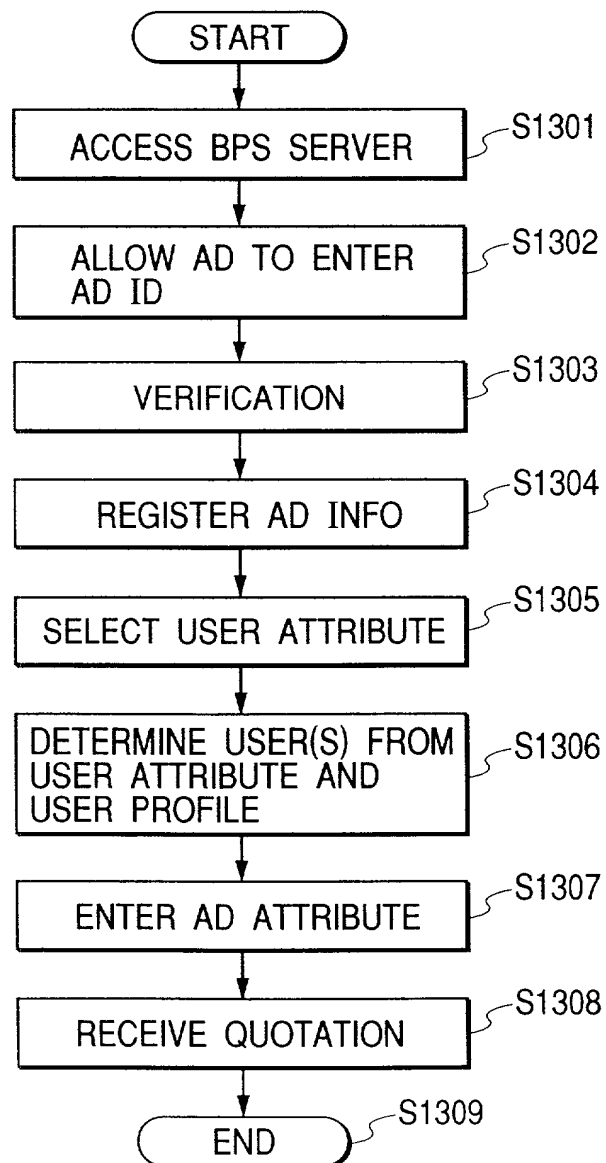
FIG. 13

FIG. 14A

BROWSER	
To AD Client Abcd....	
<div>Login ID No. : <input type="text" value="ABCD123456"/> Password <input type="password" value="*****"/> <input type="button" value="Login"/></div>	<div>If you have not registered, <ul style="list-style-type: none">· please read before registration.· please make registration.FAQ</div>
<div><input type="button" value="HOME"/> <input type="button" value="BACK"/></div>	

209

*FIG. 14B*210
↓

BROWSER	
AD to Request	
	<input type="button" value="Preview"/>
• Term <input type="text"/>	
• Keyword for Target Users	
· Area	<input type="text" value="Hokkaido"/> ▼
· Age	<input type="text" value="25-30"/> ▼
· Occupation	<input type="text" value="Service"/> ▼
· Keyword	<input type="text"/> ▼
Your Distribution Record	
• AD 1 : J 400M U 500M E 120M	
• AD 2 : J 400M U 500M E 120M	
• AD 3 : J 400M U 500M E 120M	
• AD 4 : J 400M U 500M E 120M	
• AD 5 : J 400M U 500M E 120M	
Past Destinations	
Download of Statistical File	
<input type="button" value="Download"/>	
<input type="button" value="HOME"/> <input type="button" value="BACK"/>	

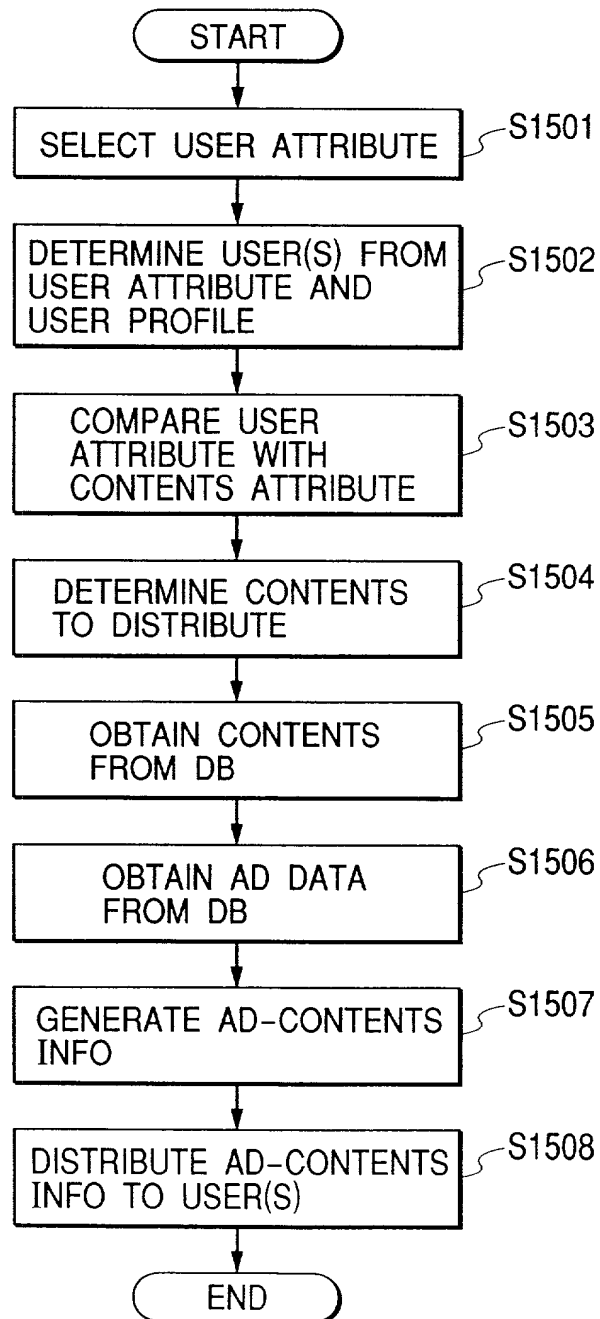
FIG. 15

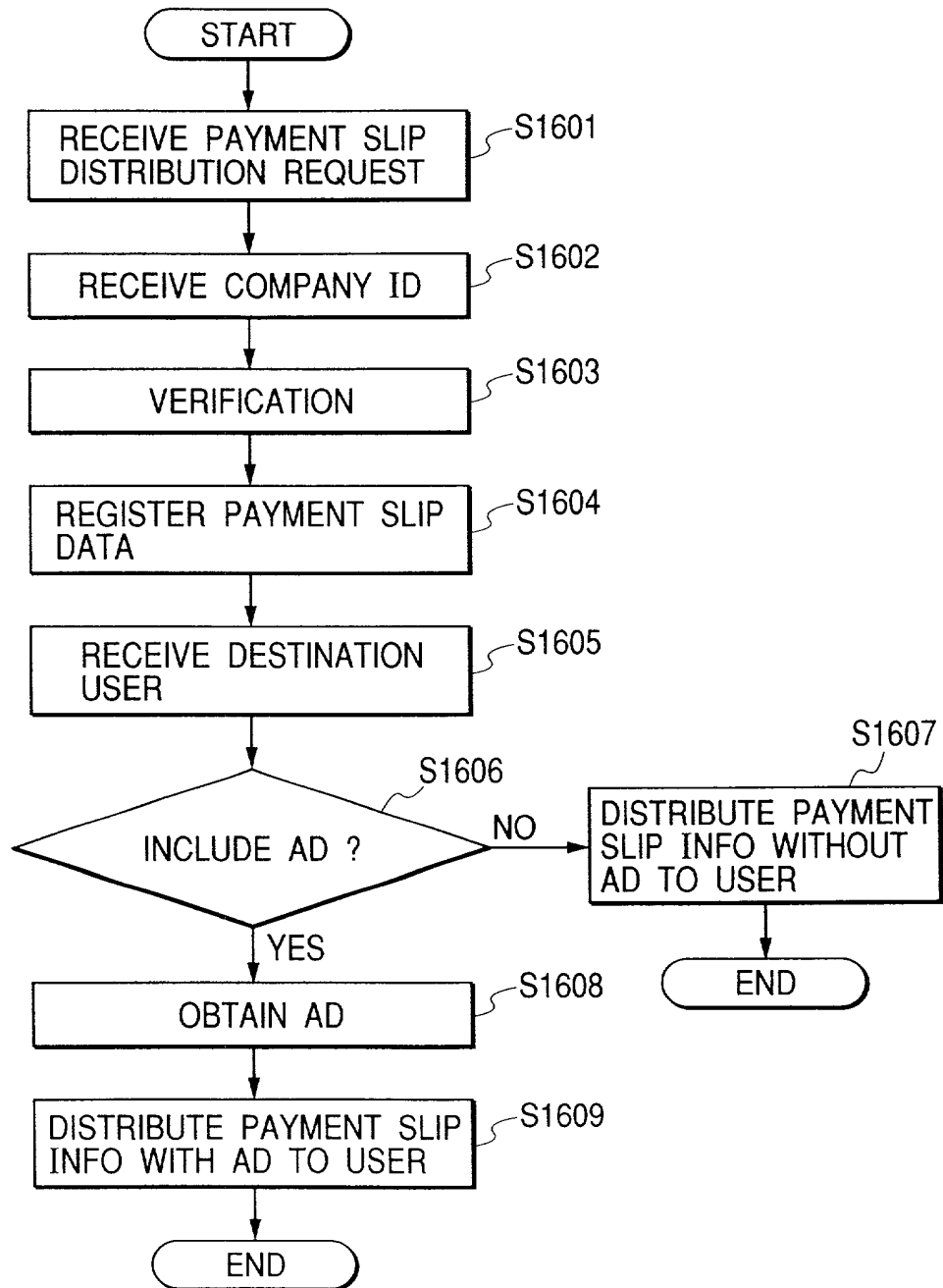
FIG. 16

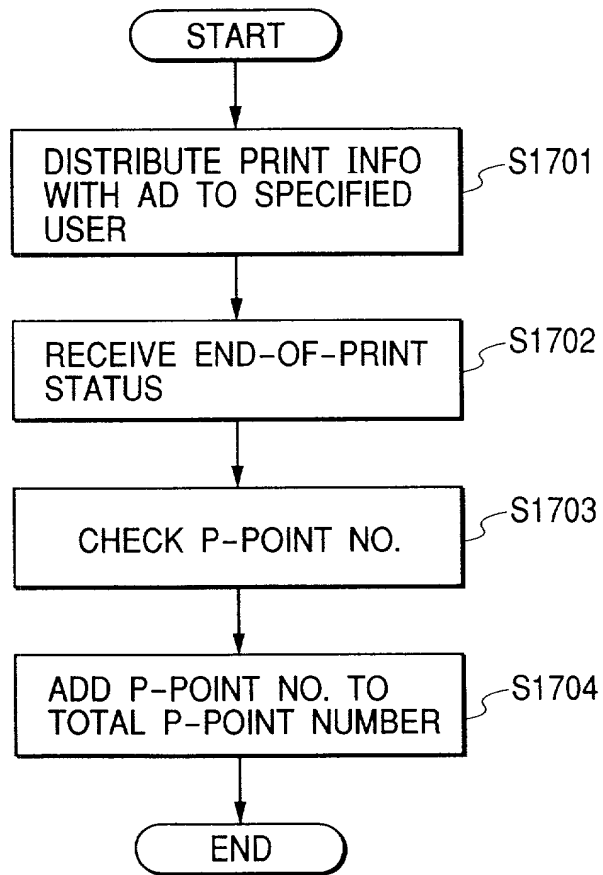
FIG. 17

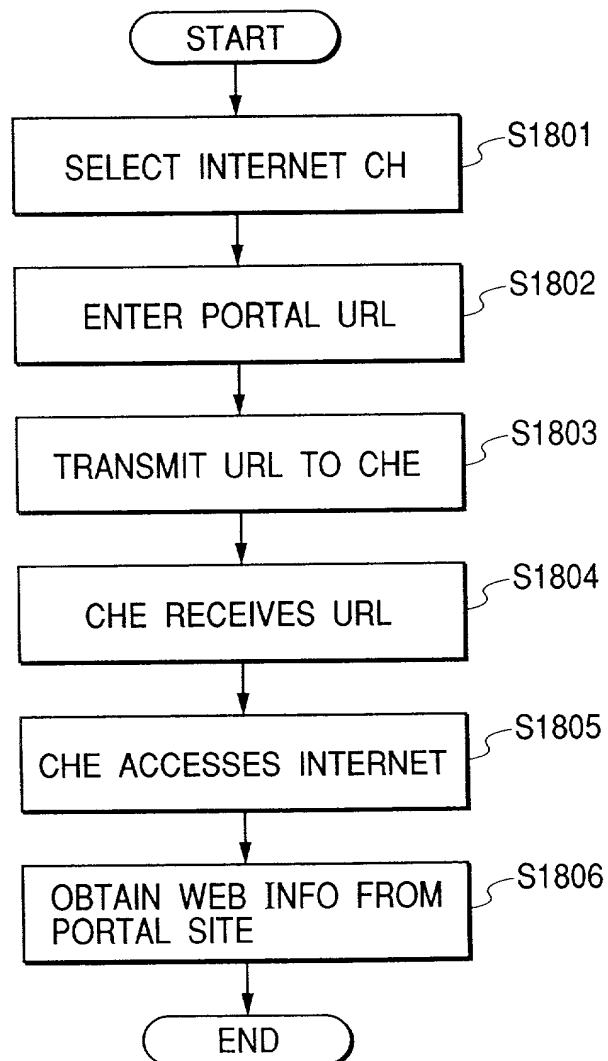
FIG. 18

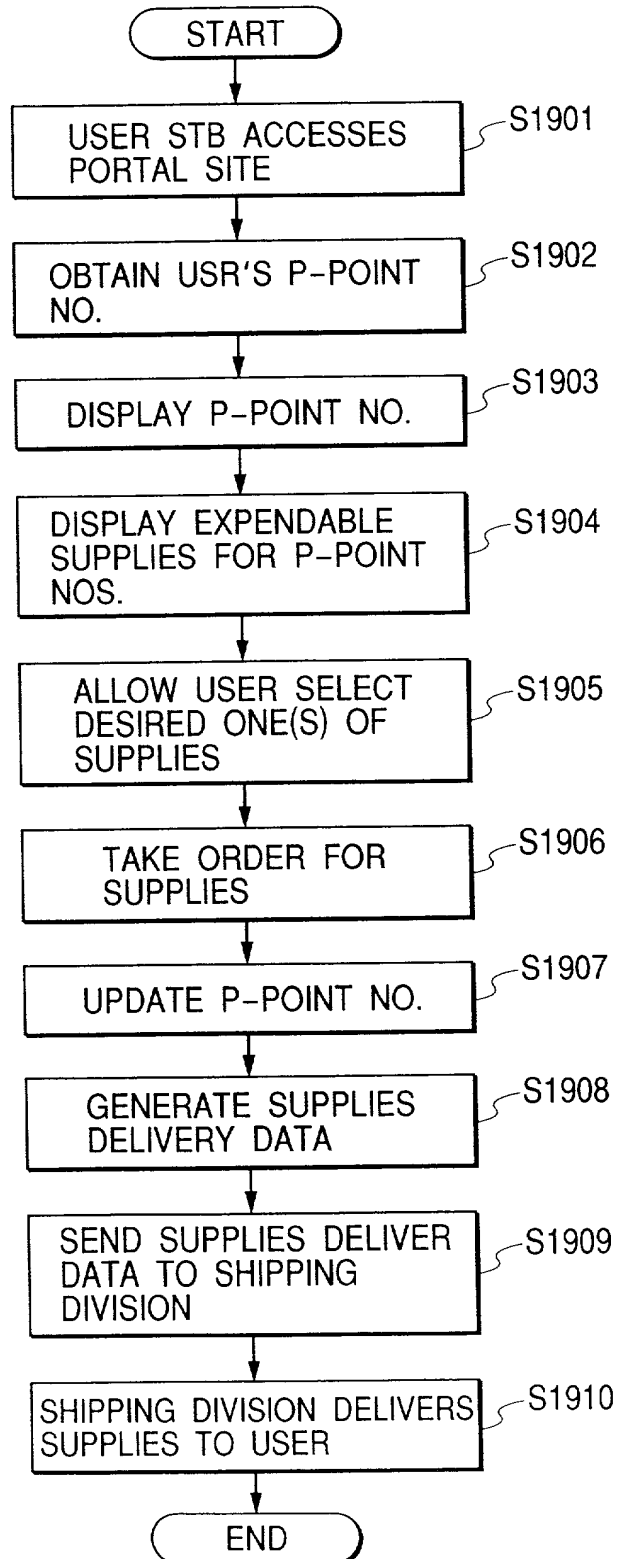
FIG. 19

FIG. 20

PORTAL SITE

● Short of Ink or Paper ?

Abcd....

Your Point is 258.

Print Paper	Ink
<input type="checkbox"/> ***** (50 POINTS)	<input type="checkbox"/> ***** (60 POINTS)
<input type="checkbox"/> ***** (35 POINTS)	<input type="checkbox"/> ***** (35 POINTS)
<input type="checkbox"/> ***** (60 POINTS)	<input type="checkbox"/> ***** (40 POINTS)
<input type="checkbox"/> ***** (25 POINTS)	
<input type="checkbox"/> ***** (50 POINTS)	<input type="button" value="Exchange"/>
<input type="checkbox"/> ***** (50 POINTS)	

Monthly Contents

211

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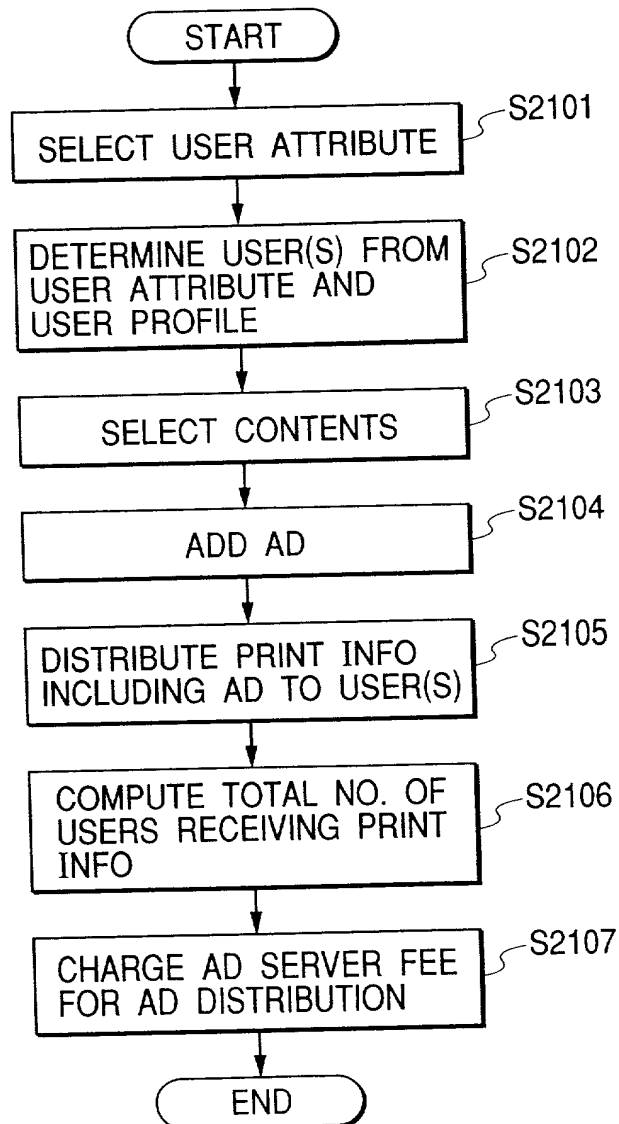
FIG. 21

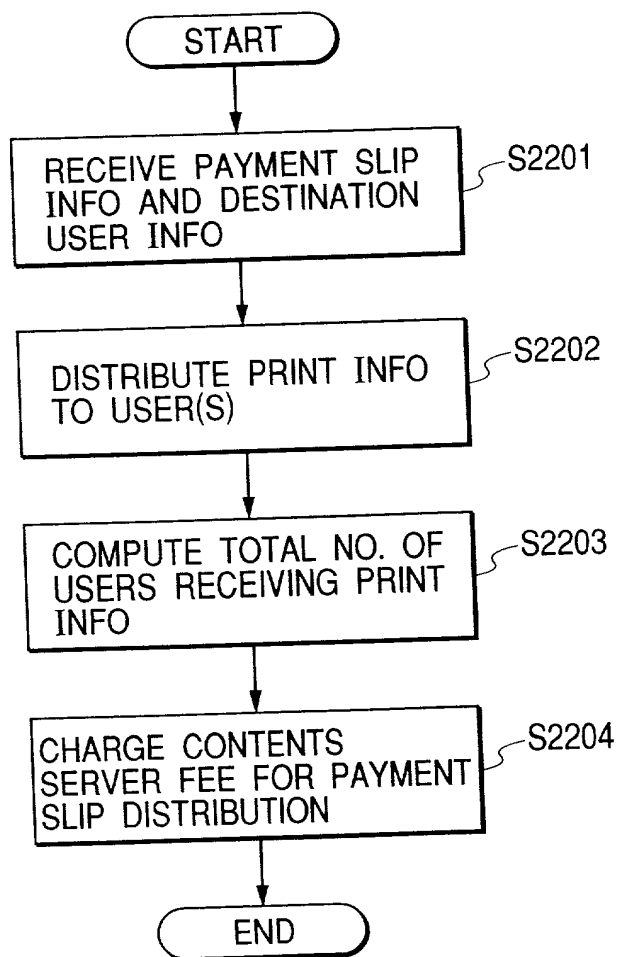
FIG. 22

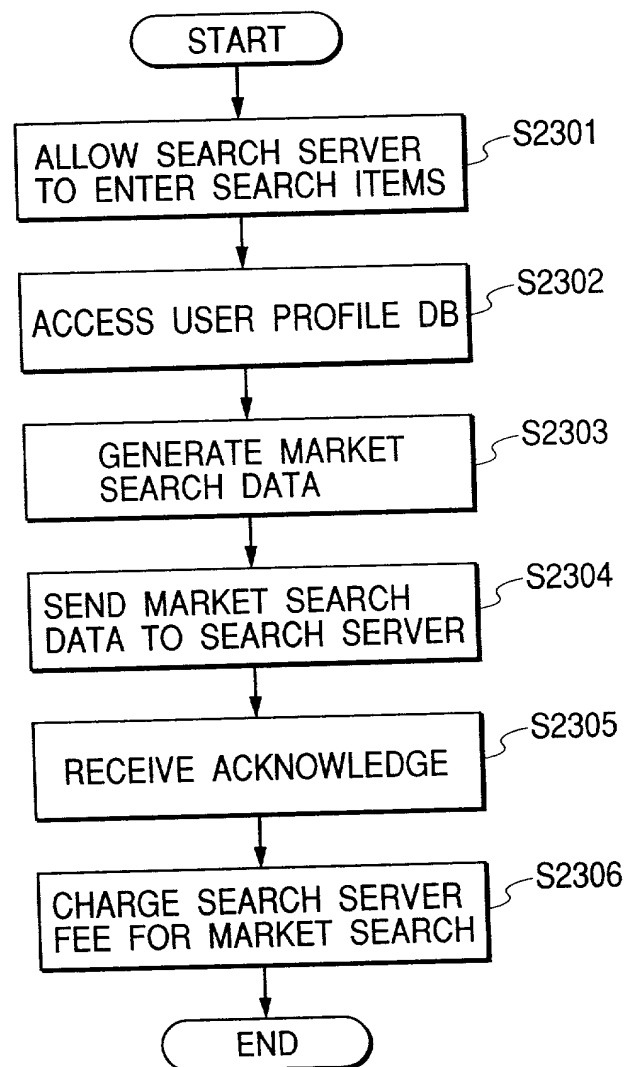
FIG. 23

FIG. 24

